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5 ABSTRACT:

10 The present invention relates to a method for determining  
the post-launch performance of a product on a market.  
The method according to the invention comprises storing,  
in a database, collected data related to at least one  
key success factor associated with at least the market  
performance which is related to said product; storing,  
in a database, collected data related to unmet needs on  
said market; storing, in a database, collected data  
related to the propensity of a decision-maker to choose  
15 said product; and calculating the future market share of  
said product based on said collected data, thereby  
determining said post-launch performance on said market.  
The invention allows improved forecasting of the future  
performance of a product on a market and provides  
20 improved understanding, benchmarking, forecasting and  
strategic decision-making as regards the future sales of  
the product in question.

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